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CONSUMER TIME

R-86

BREAD

NETWORK: NBC

DATE: February 20, 1943.

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1. SOUND: CASH REGISTER . . . RINGS TWICE . . .

2. MAN: (SIMPLY) This is CONSUMER TIME.

3. SOUND: MONY IN THE TILL . . . CLOSE DRAWER.

4. WOMAN: That's your money buying clothes.

5. SOUND: CASH REGISTER.

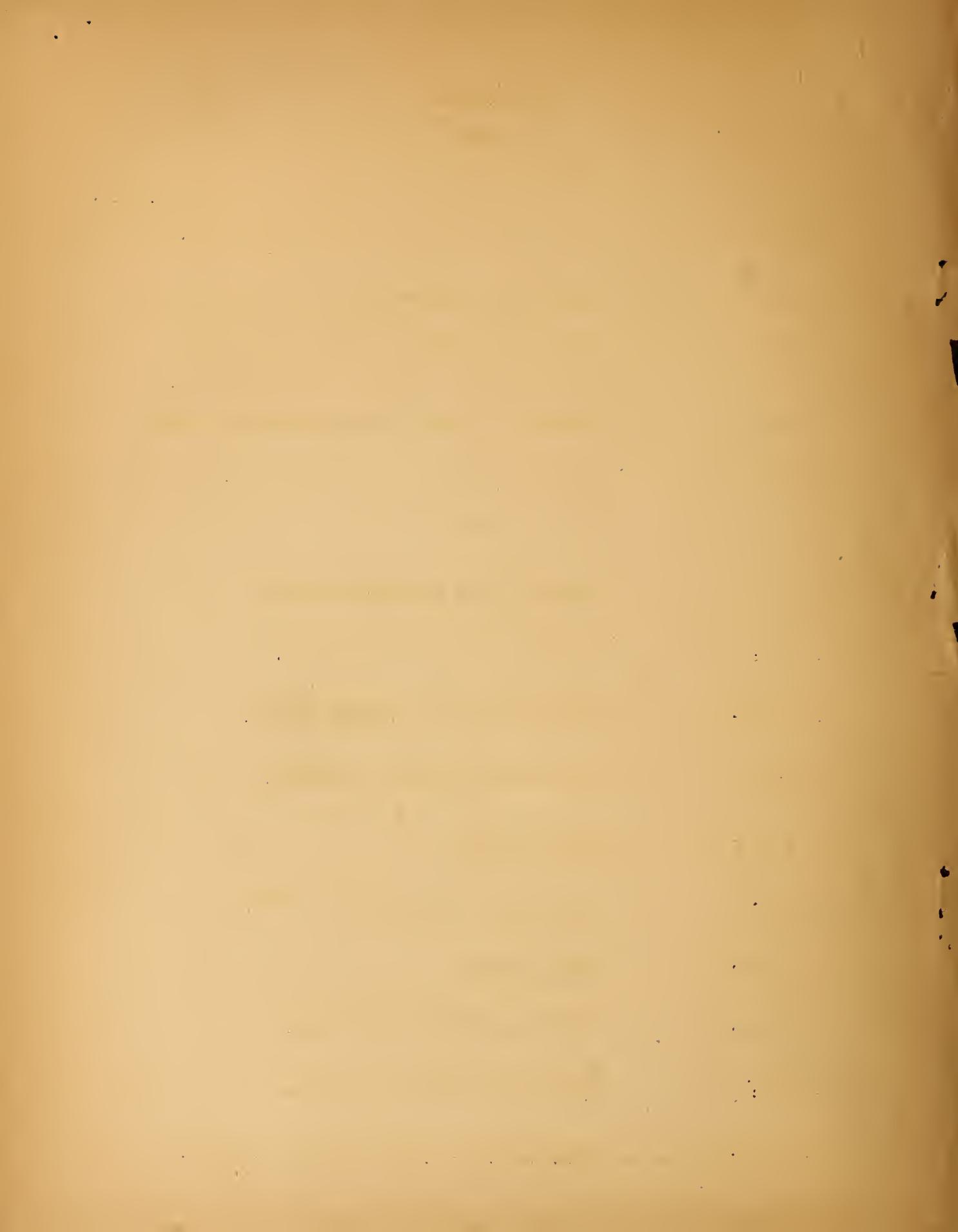
6. MAN: That's your money paying for a home.

7. SOUND: CASH REGISTER.

8. WOMAN: That's your money buying bread.

9. MAN: Buying you a living in wartime.

10. SOUND: CASH REGISTER . . . CLOSE DRAWER . . . PAUSE.



11. SOUND: PAUSE. THEM: KNIFE BLADE CUTTING DOWN ON ENAMEL
TABLE TOP ~ TWICE.

12. FREYMAN: (EXASPERATED) Oh, darn this bread!

13. DAVID: (OFF) Honey ~ breakfast ready?

14. FREYMAN: (SNAPPING) No, it isn't.

15. DAVID: (FADING IN) Well, I just asked you a civil question.

16. FREYMAN: And I might give you a civil answer ~ if I could cut this loaf of bread.

17. DAVID: Is that what you're trying to do? I thought a bomb had hit it. . .

18. FREYMAN: All right, funny. I'd like to see you do any better.

19. DAVID: All right ~ give me the knife.... Now, you see ~ you just slice across like this.... Hey ~ this knife's too dull!

20. FREYMAN: (KNOWINGLY) Uh-huh.

21. DAVID: I can't monkey around like this. (TURNING OFF) I've got to get to work.

22. FREYMAN: David! Aren't you going to eat any breakfast?

23. DAVID: (FADING) I'll catch a bite on the way. So long!

24. FREYMAN: David ----!

25. SOUND: DOOR, OFF, SLAMS SHUT.

26. FREYMAN: (ON CUE) That's the sort of thing that's been happening at our house, Johnny, since I started slicing my own bread.

27. JOHN: Well, I've got just the ticket here for you, Mrs. Freyman. A Consumer Tips card with the most approved method of slicing bread. What type of knives to use -- how to keep them sharp, yet long wearing ----

28. FREYMAN: And you're giving that Tips card away to all your listeners?

29. JOHN: To every one who writes in. I'll tell you just exactly what and where to write later in this program.

30. FREYMAN: Well, I wish you'd tell me - right now - why we consumers must slice our own bread.

31. JOHN: There are several reasons for it, Mrs. Freyman. One -- it saves paper. Sliced bread requires a thicker wrapper. Sometimes a double wrapper.

32. FREYMAN: I see -----

33. JOHN: Then too, it will save steel - by eliminating slicing machines. But the most important saving, I believe, is the saving on food.

34. FREYMAN: You mean - because sliced bread gets stale more quickly?

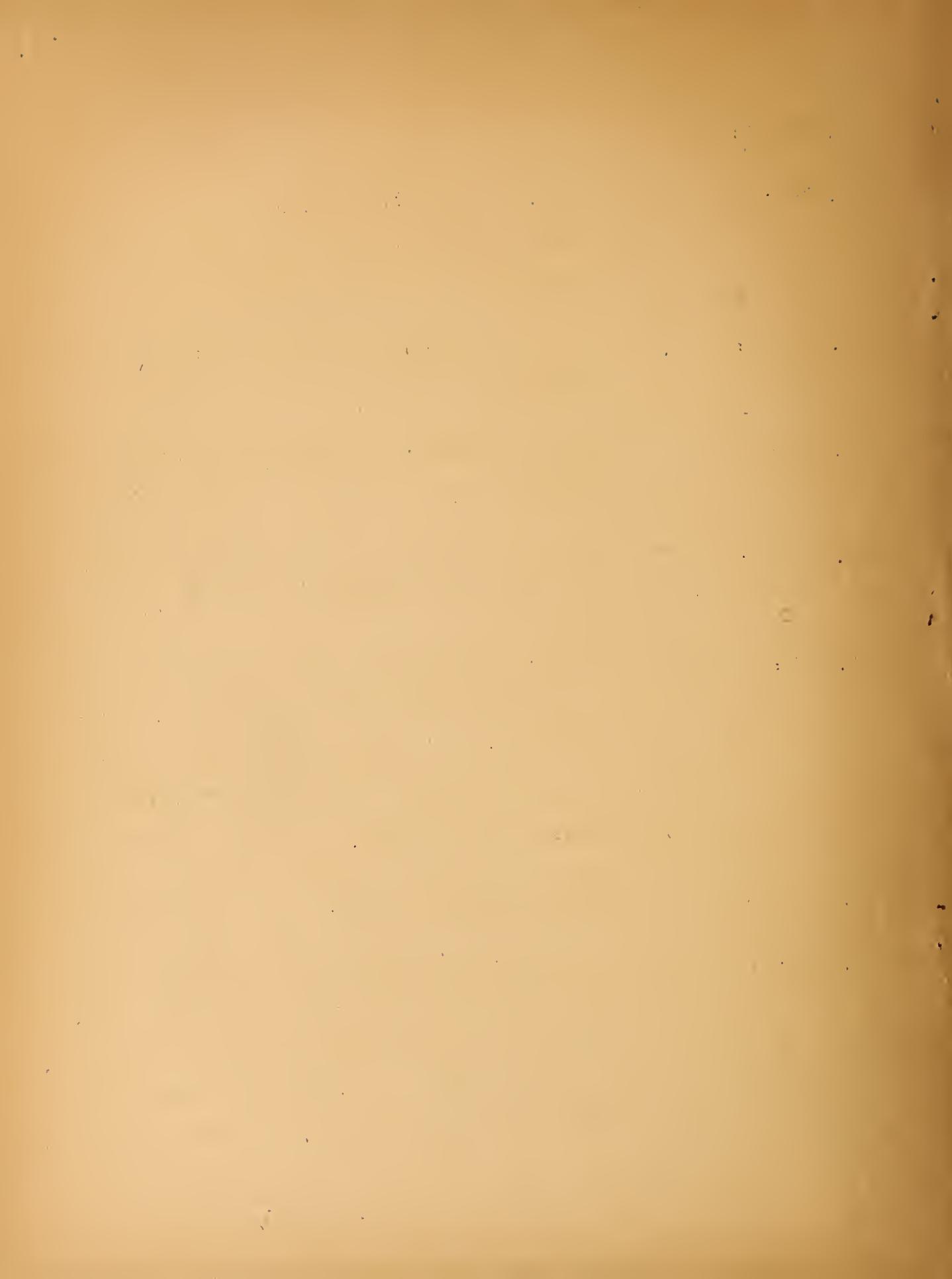
35. JOHN: Yes -- and because bread used to be sold on consignment.

36. FREYMAN: You mean - a grocer could send back to the bakery any loaves left over from the day before?

37. JOHN: That's the way it used to be. And tons and tons of bread did go back - and into hogfeed. Now -- under this new government order - no bread may be returned, and that will save us consumers a lot of food and money.

38. FREYMAN: How do you mean - money?

39. JOHN: Well, all that waste was mighty costly. Part of every dime we spent on bread went to pay for it. And now - with labor scarce and the cost of flour going up - the price of bread would probably be going up too, if we hadn't stopped that waste.



40. FREYMAN: I see. Then we're actually saving ourselves a lot of things by cutting our own bread.

41. JOHN: Right. And there's something else this new Government order on bread will help to save. That's our health.

42. FREYMAN: What's the bread order got to do with health?

43. JOHN: Here - I'll read you a part of it.... "Provision nine. All white bread shall be enriched, and shall contain not less than three parts nor more than four parts of milk to a hundred parts of flour."

44. FREYMAN: All store-bought bread must contain milk and be enriched.

45. JOHN: Yes, and that's something for makers of home-baked bread to note too. Use milk and enriched flour. Enriching puts back important food values of the original wheat.

46. FREYMAN: What do you mean by "puts back," Johnny?

47. JOHN: Well, you see - our modern method of milling takes out all the husks and heart of the wheat - to make a white flour. Back about seventy years ago - and before - when people ate darker bread, made of stonemade flour, they were really getting more nourishment.

48. FREYMAN: I remember something about that in a movie short. No - it was about rice.

49. JOHN: What did it say about rice?

50. FREYMAN: Well, it was the story of a scientist - Eijkman, (IKE-MAN) I think his name was ---

51. JOHN: Christian Eijkman?

52. FREYMAN: Yes. It told about his work in the Dutch East Indies - how he tried to find the cause of beriberi, which was bringing death and disease to so many native plantation workers. Dr. Eijkman was experimenting with chickens. He gave them the same food the men got - kept them in clean sanitary conditions - but still they took sick ---

53. SOUND: (ON CUE) A FEW FEEBLE CLUCKS OF CHICKENS.

54. EIJKMAN: I can't understand it!

55. ANI: Beri-beri.

56. EIJKMAN: It's beri-beri all right, Ani - but why? Here we feed them the best rice - the fine, polished white rice that the plantation owners give to their native workmen. And still these chicken are too weak to stand up. Why? Why?

(PAUSE)

57. FREYMAN: (ON CUE) When Dr. Eijkman failed to solve the mystery of beri-beri, he was ordered to leave his experiments for a while. But he left the native boy in charge of his sick chickens, and when he returned ---

58. EIJKMAN: (FADING IN, CALLING) Ani---!

59. ANI: (FADING IN. DELIGHTED) Doctor Eijkman!

60. EIJKMAN: Where are the chickens? Have you been feeding them?

61. ANI: Just this cheap brown rice.

62. EIJKMAN: Brown rice! Why?

63. ANI: Gentlemen say white rice too good for waste on chickens. Say chickens must eat brown rice - like poor natives.

64. EIJKMAN: Confound it! They'll ruin my experiments. Let me look at the chickens. Where are they?

65. ANI: (TURNING OFF) In here ----

66. SOUND: FADE IN NORMAL CLUCKING OF CHICKENS.

67. EIJKMAN: Why, Ani - they're standing up! They're walking!

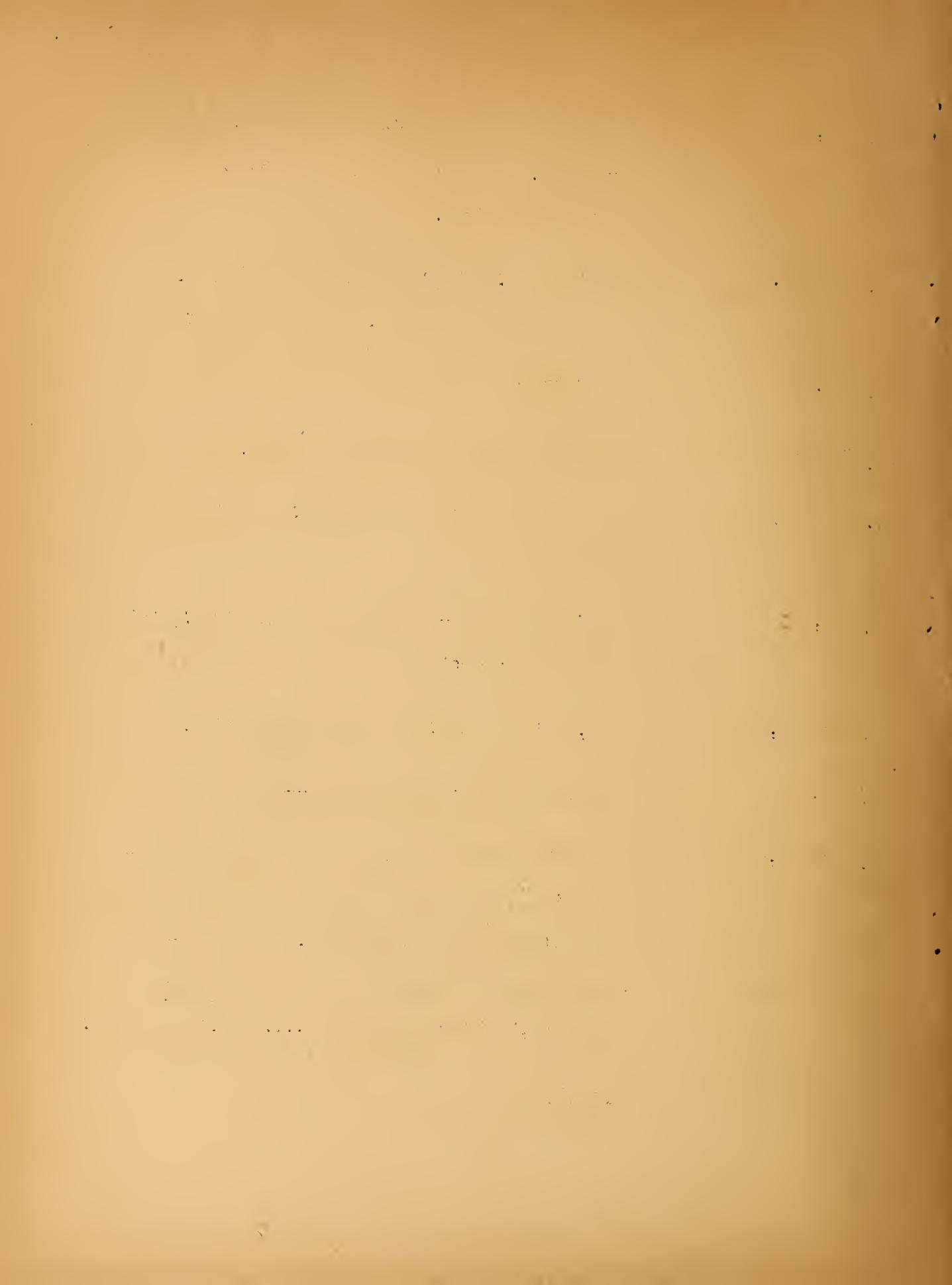
68. ANI: (LAUGHING) Yah - chickens him all right! Ani fine doctor - no?

69. EIJKMAN: Why, it's amazing! Let me see that rice.

70. ANI: Here. Just cheap brown rice ---

71. EIJKMAN: (THOUGHTFULLY) Cheap, brown unpolished rice - the kind of rice the natives themselves thresh and eat in their own villages. And then - when they go away to work on plantations - they get fine, white polished rice.... Hm! I wonder!

(PAUSE)



72. JOHN: (ON CUE) And so - by feeding brown rice to the plantation workers - Christian Eijkman proved that that there was something in that dark, outside coating that helped prevent the dreaded beri-beri.

73. FREYMAN: Guess you must have seen the same movie I did, Johnny.

74. JOHN: No, I didn't, Mrs. Freyman. But that story of Dr. Eijkman is part of the story of the discovery of vitamins.

75. FREYMAN: Well, is it connected in any way with our modern machines over-refining our white flour? Seems to me sort of like it....

76. JOHN: You're right. It's the same sort of thing. By milling all the roughage out of flour, we were removing the vitamins which helped protect our health. Now that we realize that, we're enriching our bread.

77. FREYMAN: Well, just exactly what does this new law mean when it says that all white bread must be enriched?

78. JOHN: It means that it must contain certain ingredients. Thiamine-for one thing. That's Vitamin B-1 - the vitamin that protects against beri-beri.

79. FREYMAN: But we don't have beri-beri in this country - do we?

80. JOHN: Some cases - yes. Forty-two people died of it in 1938. Known deaths. But more than three thousand died that year of pellagra. That's why another ingredient in enriched bread is niacin - the antipellagra vitamin.

81. FREYMAN: (WITH DREAD) What's pellagra?

82. JOHN: It's something pretty dreadful, Mrs. Freyman. Starts as a rash of red spots and goes on year after year - till the skin becomes shrivelled and dry - like a mummy - the mind and body weak--

83. FREYMAN: All from eating white bread that's not enriched?.

84. JOHN: If they eat too much of it - and not enough other foods to make up for the lack of vitamins - yes. People who couldn't afford to buy the other foods they needed - or who lived in a region where those other foods just aren't eaten - have died from pellagra.

85. FREYMAN: Where? What region?

86. JOHN: The southeastern part of this country - for one place. There's one community I've heard about where there was a good deal of pellagra - till a public health nurse happened to go in there.

87. FREYMAN: What did she do?

88. JOHN: Well, this nurse - let's call her Miss Brown - really knew her business. She knew it was her job not only to help cure disease, but prevent it - when she could. So now, when she found the dread signs of pellagra ---

89. MAN: (ON CUE. SOUTHERN. FRIGHTENED) She's got it - hain't she, Miss Brown? Julie's got pellagra!

90. BROWN: Now, please - don't worry ---

91. MAN: She has! I know the signs. Julie will die!

92. BROWN: Mr. Beck - well, would you mind telling me - where you get the corn grits you eat three times a day?

93. MAN: Why, we have 'em ground, Ma'am - over to the mill. Everybody hereabouts takes their corn there to be ground.

94. BROWN: Do you take your wheat there too?

95. MAN: Yes indeed. They turn out mighty fine white flour.

96. BROWN: Well, what do they do with the stuff they take out of the flour - the shell and heart of the wheat?

97. MAN: The roughage? Why, they sell that - for hog feed.

98. BROWN: I thought your hogs looked mighty healthy.

99. MAN: (PROUDLY) Yes Ma'am - fat an' fancy. Reckon they'll bring a good price.

100. BROWN: Well, look - maybe if your wife would eat some of that roughage ---

101. MAN: (AGHAST) Julie? She ain't no hog feed eater!

102. BROWN: Look, Mr. Beck - you don't notice those hogs getting pellagra, do you?

103. MAN: No, but... Say, you don't think that feed might have somethin' to do with it?

104. BROWN: I think it might have a lot to do with it. And I think we can wipe out this disease if we give ourselves as good a chance at life as those hogs get.

(PAUSE)

105. JOHN:

(ON CUE) So that's how one public health nurse started a whole community on the road to better health. First with wheat-hearts - then with milk, and fruits, and green leafy vegetables.

106. FREYMAN:

Wheat-hearts.... Is that what the millers put back into flour, Johnny, when they enrich it?

107. JOHN:

No, they use synthetic vitamins - made in a laboratory - for enriching flour or bread.

108. FREYMAN:

Well, I should think it would be much easier just to leave all the good of the wheat in flour in the first place!

109. JOHN:

And make all bread whole wheat?

110. FREYMAN:

That's what they're doing in England now, aren't they:

111. JOHN:

Yes, but some people in this country prefer white bread, and many feel it would be a mistake right now to reduce our supply of mill feed for livestock by putting all that wheat bran into whole wheat flour for human consumption. So instead we're eating white bread, but fortifying it with vitamins and minerals.



112. FREYMAN:

But does enriched white bread contain as much vitamins and minerals as whole wheat bread?

113. JOHN:

No, but ---

114. FREYMAN:

Then - if we're going to eat white bread - why don't we add more vitamins and minerals to it?

115. JOHN:

That's just what we're hoping to do, Mrs Freyman. The bread order and other government orders on food are issued by the Food Distribution Administration, The Special Assistant to the Director of Food - Mr. Arthur C. Bartlett - is our guest here in the studio today, and I'm going to let him answer some of your questions on bread. Mr. Bartlett-----

116. BARTLETT:

Thank you, Johnny. This is one of my favorite topics. And I'd like to tell Mrs. Freyman and the whole CONSUMER TIME audience right now that both the Government and the bakers want to enrich bread until it's the real staff of life that it should be.

117. FREYMAN:

What other ingredients are you planning to add to white bread to enrich it, Mr. Bartlett?

118. BARTLETT: More milk - for one thing. We hope to raise the required milk content of white bread to six percent, instead of four. And we hope to add riboflavin too. That's Vitamin G - needed for health and normal growth.

119. FREYMAN: Well, if we know it's needed, why do you say "hope", Mr. Bartlett? Why don't we just add it?

120. BARTLETT: Because this plan of establishing quality standards for food - every bit of one kind of food, all over the whole country - is a revolutionary idea.

121. FREYMAN: It is?

122. BARTLETT: It certainly is. And it's taken many years of work - on the part of many people - to get it going. Why, just think....it's nearly seventy years, isn't it, since Christian Eijkman discovered that eating brown, unpolished rice would prevent beri-beri?

123. FREYMAN: Yes -I guess so.

124. BARTLETT: And yet today - in most parts of the world - polished white rice is still considered better. And - in some parts of the world today - beri-beri is responsible for more than a fourth of all diseases.

125. FREYMAN: Goodness! Why don't we --- (SHE HESITATES)

126. BARTLETT: (SMILING) Why don't we do something about it?... It takes a long time, Mrs. Freyman, to change people's thinking. We in the Food Distribution Administration realize that just food isn't enough - that the kind and quality of food is also important. We know that this new order - enriching bread - while it's a great achievement ---

127. FREYMAN: And a great protection for us consumers -----

128. BARTLETT: Yes, but it's just the first step. Other foods need enriching too. Corn grits, for instance.

129. FREYMAN: Imagine those people Johnny told about - eating grits three times a day!

130. BARTLETT: Lots of people eat grits three times a day. In many parts of the South, they eat corn grits as you'd eat potatoes. That's why it's so important that we make those grits as nourishing as possible.

131. FREYMAN: My, there's a lot more to this food problem than I realized!

132. BARTLETT: We've only started to solve it, Mrs. Freyman.

133. FREYMAN: (APOLOGETICALLY) You know, I'm pretty ashamed of myself for complainin^g that I have to cut my own bread.

134. BARTLETT: Well, I think we'll forgive you for that. Won't we, Johnny?

135. JOHN: We certainly will, Mrs. Freyman. And just to prove it - here's that Consumer Tips card I promised you - to help you cut bread. It tells what type of knives you can use - how to take care of them and keep them sharp....Knives are pretty valuable things these days, you know.

136. FREYMAN: I found that out - when I tried to buy a new one.

137. JOHN: Before you do buy a knife, read this card, and you'll know how to buy a good one. And here's another Tips card - on bread. How to judge a good loaf, so you'll get your money's worth.

138. FREYMAN:

I thought all loaves of white bread were alike now.

139. JOHN:

Only a few ingredients are just alike. If you want to be able to pick the better loaves, you'll need this Tips card. It also has some menu suggestions - various ways to use bread in cooking - to help make up for some of the meat you aren't getting these days.

140. FREYMAN:

What do I ask for when I write in for this card? Just Tips on bread?

141. JOHN:

That will do. And we'll send you our Tips on knives along with it. I guess you know our address all right: CONSUMER TIME - Department of Agriculture Washington, D. C.

142. FREYMAN:

I'll repeat that for our new listeners, because I know they'll all want these Consumer Tips on bread - now that we realize how important it is. Write to: CONSUMER TIME - Department of Agriculture - Washington, D. C.

143.JOHN: And tell us your own name and address and the call letters of your radio station.

144.FREYMAN: Our own name and address - and the call letters of the station over which we hear this program.

145.JOHN: Right.

146.FREYMAN: And about next week, Johnny ---

147.JOHN: Yes?

148.FREYMAN: Well, some of us consumers have been wanting to learn more about point rationing before it comes. You know - how we can best use our ration books to get our point's worth as well as our money's worth - and still keep our families well fed ---

149.JOHN: Then I'll have that information ready for you next week.

150.FREYMAN: Good. I know CONSUMER TIME is the place to come for the straight facts.

151. ANNOUNCER: And for the straight facts on bread - and knives with which to cut it - write to CONSUMERS TIME - Department of Agriculture - Washington, D. C. Remember to give us your own name and address and the call letters of your radio station.

Heard on today's program were:

The script was written by Jane Ashman.

This program has been presented by the National Broadcasting Company and the independent radio stations associated with the NBC network, in cooperation with the Consumers' Counsel Division of the Department of Agriculture... and has come to you from Washington, D. C.

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